

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, May 5, 2011, 8:00 A.M. – 9:30 A.M.
ARDENWOOD CONFERENCE ROOM
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER** The meeting was called to order at 8:01 a.m.

2. **ROLL CALL**

Commissioners Present: Bacon, Alternate Commissioner Moore for Bonior, Chang, Dutra, Lee, Kraus, Tran

Commissioners Absent: Cox

Staff Present: Lori Taylor, Economic Development Director
Kim Marshall, Executive Assistant

3. **APPROVAL OF MINUTES**

The regular minutes of March 3, 2011 were approved. MSC Lee/Tran, all ayes.

4. **PUBLIC COMMUNICATIONS**

Human Relations Commissioner Leung Ripple introduced herself and stated that the Human Relations Commission's mission is to foster mutual understanding and meet community needs. She welcomed EDAC members to any events or meetings they sponsor.

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

Industrial

Commissioner Kraus said that Boehringer Ingelheim (the firm that purchased the former Amgen facility) will focus on contract biotech manufacturing. Approximately 340 Amgen employees were retained, with 15 made temporary through the end of the year.

Director Taylor stated that there have been regular meetings with Tesla to work on their manufacturing plant permits. The company has an aggressive schedule to complete their manufacturing line which they plan to operate in early 2012. They currently have 60 employees at the factory. Their plans call for the development of the Model S manufacturing line and eventually, they will have a showroom in the front of the Fremont plant.

Director Taylor talked about the Logitech move from Ardenwood to Pacific Research Center in Newark. Since it's a neighboring city, there will be minimal impact to employees, suppliers, and the region.

Retail

Director Taylor said that Nordstrom Rack is now open and sales are doing very well. The Babies R Us/Toys R Us concept store is currently under construction and expected to open in early summer. The new Target project in Pacific Commons is working through the building permit process and anticipates a March 2012 grand opening date.

Director Taylor shared that Economic Development staff from the City of Fremont will be attending the International Conference of Shopping Centers (ICSC) Las Vegas RECon event. Fremont will participate in a Power Session event highlighting Fremont retail opportunities.

Chamber of Commerce/Business Associations

Commissioner Moore shared that there were approximately 28 businesses (mostly Fremont Chamber members) at the Tri-Cities Business Market event. On May 25 the Fremont Chamber will have an "Access Sacramento" bus going to Sacramento to talk to state legislators about business concerns and legislative priorities.

Commissioner Moore stated that the July 4 Parade will be held in the Downtown Fremont Area. She said that the Festival of the Arts will be held August 6 & 7 this year and Business Alley space is still available.

International Trade

Director Taylor shared that Henry Yin arranged a meet and greet meeting with executives from Trunkbow International. The firm is seeking a location in the United States for manufacturing and distribution.

6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

Commissioner Moore visited AsteelFlash with Lori Taylor, Vice Mayor Chan, and Christina Briggs. They have approximately 600 employees. They specialize in printed circuit boards and provide contract manufacturing services for a range of firms. They are looking for skilled manufacturing workers.

7. COMMISSIONER/STAFF REPORT ON EDAB, JVSF, OTHER MEETINGS

Director Taylor shared that the City of Fremont received a CALED Grand Prize for Economic Development Programs for Fremont's Stimulus Package from 2009.

Director Taylor shared that the City of Fremont will be partnering with the Alameda County Workforce Investment Board by hosting a Career Pathways event for those looking for employment in the medical field. The event will be Thursday, June 2 at 9:00 a.m. in the Council Chambers.

8. SCHEDULED ITEMS

8.1 Northern Silicon Valley Partnership (NSVP) Update

Director Taylor gave a presentation on the NSVP. The participating agencies include the cities of Fremont, Hayward, Union City, and Newark, as well as the Alameda County Workforce Investment Board (WIB), and the East Bay Economic Development Alliance (EDA). The mission of the partnership is to attract and retain economic development by offering more benefits than any one agency can provide alone. The NSVP has hosted quarterly Venture Capital Forum as well as two Employment Resource Fairs.

8.2 Warm Springs/South Fremont Studies Update

Director Taylor talked about the visit with Union Pacific (UP) in Omaha. The trip began with an overview of UP operations and a tour of the Harriman Dispatch Center the afternoon of their arrival. The next morning, there were several meetings with various UP divisions including executives from Intermodal, Auto, and Real Estate. The final meeting included CEO Jim Young.

The City shared background information about Fremont including demographics on residents and businesses. The presentation included information about State and Regional Planning mandates (SB 375) that require certain development in Primary Development Areas, which include this area. The City shared that the new BART station will be operating by 2015. The City also shared information about the EDA Grant Studies and how the vision about how the area can be developed to support the creation of housing and jobs. By the end of the meetings, City staff felt that UP executives were aware of the City's concerns. UP agreed to participate in the completion of our studies and to work quickly to provide direction on their plans to use the sites.

9. FUTURE AGENDA ITEMS

10. ADJOURNMENT The meeting was adjourned at 9:25 a.m.